



THREE RINGS

THE BALLANTINE NEWSPAPER



Vol. 7, No. 6

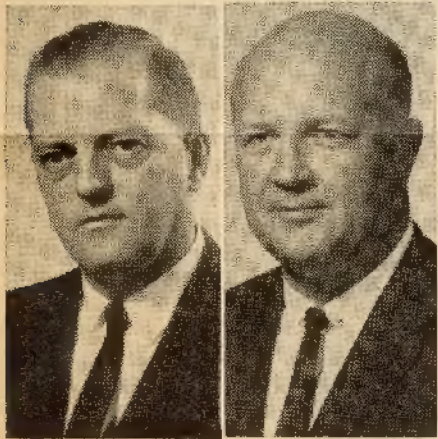
P. BALLANTINE & SONS

August 1963

Sales Department Makes Structural Changes In Line With New Strategy

Divisional strategy moves designed to weld our distributor and branch operations into coordinating units on a geographic basis have been announced by William H. Alley, Vice President - Sales.

Mr. Alley explained that heretofore all of our branch operations have been separate. "Now", he said, "we are moving their responsibility to the jurisdiction of the Wholesale Division Managers in their respective areas. This will give us a unified planning approach, in both branch and distributor activities, in attacking localized sales problems."



Sievers Archibald

"To accomplish the unified responsibility concept", he said, "several changes in our present divisional structure are required. The changes, made effective as of July 15th, are these:

"The New England Division is enlarged to include all markets in Connecticut and Rhode Island, in addition to the four states presently encompassed. Clifton F. Gauss is appointed Manager of the New England Division. He has been fulfilling this responsibility in an acting capacity. He will be assisted by Edward J. Nolan in the newly created position of Assistant Division Manager. Mr. Nolan was previously Albany Branch Manager. Thomas



Tague Laplante

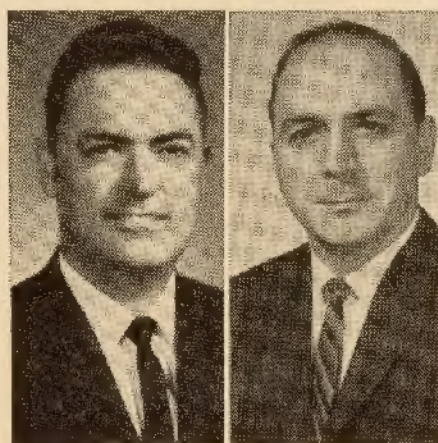
Tague is appointed Rhode Island Branch Manager, succeeding Thomas Wallace, who has accepted a special assignment.



Gauss Shelton

"The branches in Albany and Tillson, New York, are incorporated into the Empire Division and will report to John J. Archibald, Manager of that Division. Marcel O. Laplante is assigned as Manager of the Albany Branch, succeeding Mr. Nolan.

"A new Division, designated as the Garden State Division, is created to consist of all markets in New Jersey except those served by the Newark Retail Sales organization. It includes wholesale markets formerly assigned to the Tidewater



Nolan Neglia

Division, plus the Red Bank Branch. Charles R. Sievers is appointed Division Manager." Mr. Sievers formerly managed the Tidewater Division.

"Dan Neglia, formerly Manager of Bottle Sales, New York Retail Sales organization, now assumes the management responsibility of the Red Bank Branch; and S. J. Trentacoste, former Manager of the Red Bank Branch, now assumes responsibility as a District Sales Manager in the Garden State Division.

"The Tidewater Division will now be responsible for all markets in Maryland, Virginia and West Virginia, and the District of Columbia, thus including the branches in Washington, Baltimore and the Prince George Distributing Company. Norman Shelton is appointed

(Continued on page 3)

NEW SHIPPING RECORD SET

Peak activity at the brewery, just prior to the Fourth of July holiday, climaxed on Wednesday, July 3rd with the setting of a new, one-day shipping record for local routes. Reporting the story, the Newark Star-Ledger said: "P. Ballantine and Sons, established an all time high yesterday for beer shipped in a single day by the Newark brewery."

"Harold Bliwise, Ballantine's Transportation Manager, revealed that total truck loading shipped for the 24-hour period of July 3, easily surpassed all records since the brewery reopened after prohibition in 1934.

"Carl S. Badenhansen, Vice President for marketing, added:

"The record-breaking achievement exceeds any previous single day's shipment by more than 15 percent."

Transportation Manager Bliwise told Three Rings, "We couldn't have set the new record without the cooperation of all our employees and our new warehousing and packing plant."

Great Bait

The Klavan and Finch show on WNEW (6 to 10 a.m.) is one of the most popular morning radio shows in the East. Their popularity is largely attributed to the off-beat commentary on everything from world affairs to their sponsors' products.

On July 16th, after playing one of our Ballantine commercials, they added the following editorial comments:

"Have you seen the new Ballantine self open can six-pack plastic?" asked Finch.

"Yeah," yeached Klavan, "those dirty rats at Ballantine. They come up with a great new idea — troll the six-pack in the water while you're out fishing to keep the beer cold."

"What's wrong with that?" asked Finch.

"Nothing, except some lousy scuba diver swam along and stole my beer," said Klavan.

To which we can only add: Fans all over are stealing down to their local stores and buying oceans of Ballantine brew in the new package. It's considered quite a catch.

Copies Available

A limited supply of unfolded copies of last month's special page carrying the picture of the new Quarter Century Club members is available in the Three Rings Newspaper office. Single copies, suitable for framing, will be mailed upon request. Call editor Joe Vecchione on extension 309.

Honor Tillson Drivers For Safety Contest Win

The Tillson Branch's driver-route-men were honored at a dinner last month for earning first place in the annual Ballantine Branch safe-driving contest.

Tillson won the contest, for the eighth time in fifteen years, by completing the year from May 1, 1962 to the end of last April, without a chargeable accident. The drivers covered 325,732 miles during that period.

Frank X. Duer, who heads Branch and Distributor Warehousing, presented a plaque to the Tillson men for their contest win. It was accepted by Driver Shop Steward Vincent DeStasio, who in turn presented it to Branch Manager Frank McGerr for display at the branch.

Mr. Duer, in a short talk, told the men that they can't afford to be complacent. "Now that you're at the top", he said, "you must strive harder than ever to stay there." Mr. Duer also praised Tillson's Traffic Manager Tom Browlie for his part

in the fleet's impressive safety record.

Other speakers at the dinner were Mr. McGerr; Donald Morrison, Assistant General Transportation Manager; Fred A. Gibbs, Division Manager, N. Y. Branches; Gordon Eska, Fleet Safety Superintendent; Harry Johnson, Transportation's Assistant Superintendent of Branches; and Mr. Brownlie.

News of the dinner was broadcast the following day by WKNY announcer Dick McCarthy. McCarthy said in his report, "The mileage they drove during the length of the contest would have taken them around the world in those Three Ring trucks some 118 times without a chargeable accident. That's a record unequalled by any fleet in the country and one to which branch manager McGerr points with obvious pride in this day of clogged highways when safety officials make impassioned appeals for the reduction of tragedy and property damage on the nation's highways."

N. J. Sixth In Per Capita Consumption of Brews

Per capita beer & ale consumption in New Jersey was 19.2 gallons in 1962, compared to 19.4 gallons the year before, according to the latest edition of the Brewers Almanac, just published by the United States Brewers Association.

The mark put New Jersey in sixth place in the nation in per capita consumption, the same place it earned in 1961.

The total consumption of beer & ale in the Garden state last year was 3,859,823 barrels, the second highest total on record. The high mark is 3,860,231 barrels, set in 1959.

Other factors disclosed by the Almanac were:

Americans enjoyed more beer — or more Americans enjoyed beer — in 1962 than in any year since the Pilgrims brought over their kegs of brew on the Mayflower.

The record-breaking 1962 sales of 91,197,198 barrels — up 2.4% over 1961 — enabled the United States to set a new high for the fourth straight year and maintain its world leadership.

In total production too, Uncle Sam's 96,831,981 barrels was first, comfortably ahead of West Germany with 52,975,000 barrels. England ran third with 38,933,000 barrels, then Russia 22,753,000, East Germany 16,192,000, France 15,514,000, Czechoslovakia 13,379,000, Japan 12,635,000, Belgium 12,348,000 and Canada 10,844,000.

Per capita consumption moved

up just an inch of foam — from 15.0 to 15.1 gallons annually. Nevada took over the top spot in that category with a mark of 25.8 gallons, overtaking Wisconsin, the traditional leader that recorded 24.9 gallons.

The Almanac's list of favorite beverages saw beer retaining third place just behind milk and coffee, and ahead of soft drinks, tea, distilled spirits and wine in that order.

The brewing industry contributed solidly to the national economy by providing 70,000 jobs with an annual payroll of \$467,000,000 that kept the brewery worker among the highest paid in the country.

The record beer sales channeled \$1,100,000,000 into the Federal and State treasuries, combining with distilled spirits and wines to provide the third highest source of tax income, and help balance the tax structure of the average American.

Another vital economic contribution went to the nation's farmers as brewers purchased \$255,000,000 of choice malting barley, select grains and rice, and hops — plus additional millions of dollars of pine pulpwood for cardboard containers and six-packs.

Another \$460,000,000 was spent for bottles, cans, kegs and related container materials to package the beer and move it along for the ultimate enjoyment of the tavern customer and the "take home" purchaser.

PINPOINTED...

Up The Ladder

Promotions in the news: *Lewis Perkins* from special salesman to market development representative, N. J. Local Sales . . . *Tom Hyslop* . . . and *Robert Ryan*, from clerks, Production Planning and Control, to inventory control clerks, Warehousing.

To Attend Reunion

Bottler *Roy Lazowitz* will attend the 16th annual reunion of the "Fighting 69th" Infantry Division Association this month in Princeton . . . Roy is a former boxer and fought under the name *Roy Lazar* . . . in one of his fights he was matched against *Joe Wolcott* and beat him . . . in another he fought *Joe Louis* and was defeated.

Plan Family Picnic

The Yardmens Welfare Fund Inc. will hold a family picnic in Roosevelt Park, Metuchen on September 7 . . . a rain date of September 14 has been set . . . price is \$5.00 per family . . . those interested should contact *Frank Pulidore*, *Angus Jacobs* or *Frank Everett*.

Eight New Retirees

Brewing's *Fred P. Stephan*, Hamden Branch's *Angelo W. Ruggiero*, Warehousing's *Harry J. Horan*, and Bottling's *John F. O'Keefe*, all members of the Quarter Century Club, were among eight recent retirees . . . the others are: Bottling's *Frederick J. McCarthy* and *Christopher Buffardi*, Delivery's *Michael W. Tynan* and Warehousing's *Charles W. Becker*.

Silver Anniversaries

Bottling's *Thomas Rice* and his wife will be honored by their son *Joseph* with a reception to celebrate their 25th wedding anniversary on Saturday, August 24th . . . two other Ballantine couples recently marked silver anniversaries . . . they are Bottling's *George Petrillo* and his wife and Delivery's *Joseph Schaeffer* and his wife.

International Film Festival Award

A panel of top international judges has picked two Ballantine Beer commercials, "Dancing Caps" and "Banjos" for an Honorable Award at the International Film Festival at Cannes, France . . . the award was made in the series class . . . thousands of entries were screened before choices were announced.

Says Thanks

The wife of Albany Branch's *Harry Lansley* wrote to Personnel's *Rudy Munz* recently to say, "My husband and I would like to thank you for the quick way in which my hospital bill was taken care of . . . we appreciate this very much and wish to say it is a wonderful thing for an employee not to have to worry about hospital expenses."

Heads Heart Fund Campaign Again

Vice President *R. N. Bostock* has accepted the appointment of campaign chairman of the 1963-64 Heart Fund Drive in Essex County . . . this will mark his second consecutive year in that post . . . a recent Essex County Heart Association publication said, "Mr. Bostock, a member of the Board of Trustees, deserves a large part of the credit for the success of the recent Heart Fund Drive which increased proceeds 18% over those of last year. His leadership is most welcome and the motto 'more in '64' will inspire us all to lend him our full support."

Aid Civilian Defense Project

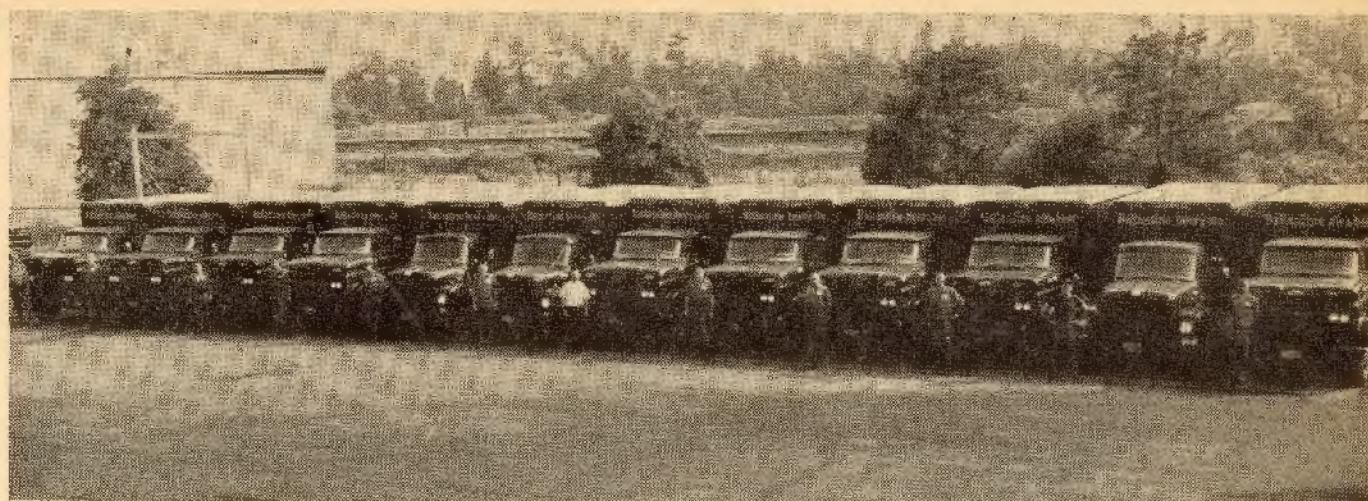
Thirty-three persons who took part in a twelve hour confinement exercise conducted by the Civil Defense and Disaster Control unit of the City of Newark last month were entertained during part of the day by films loaned by Ballantine's Film Library . . . *Gary X. Martin*, Public Relations Director for the city body, sent a thank you letter to the brewery and said the loan of the films "is merely a reiteration of the civic mindedness of P. Ballantine & Sons."

Convention Delegate

Nancy Plitt, daughter of Hall, Maryland's *Bill Plitt*, will attend the Junior Achievement National Convention at Indiana State University this month as a delegate from Maryland . . . *Nancy* recently won the Maryland Junior Achievement Sales Contest.

Scholastic Achievements

Steven Eldridge, son of Warehousing's *Robert L. Eldridge*, has been awarded an \$8,000 General Motors scholarship which he will use at Rider College, Trenton . . . *Steven* won the award in a competitive examination . . . *Donald Haneke*, son of Accounting's *George Haneke* recently graduated from St. Benedict's Preparatory School . . . he delivered the salutatory address having ranked second in a class of 170 . . . he will attend St. Peter's College in Jersey City on a four-year scholarship . . . *Robert Vail, Jr.*, son of Delivery's *Bob Vail*, has graduated from Fairleigh Dickinson University and has received a Bachelor of Science Degree . . . *Sandra Jane Sausville*, daughter of *Clifford Sausville*, graduated from Centenary College for Women . . . She will continue her studies at the New Jersey State Teachers College in Trenton.



Ballantine drivers and their trucks pose for Three Rings in Albany Branch's spacious yard. In all, 21 trucks operate from the branch headquarters.

In Albany, Our First Home, Ballantine Image Still Growing

As far as Albany is concerned, it's as though Peter Ballantine never left.

True, it's more than a hundred and twenty years since the founding of the Ballantine Company in Albany and its subsequent move to Newark, but the Three Ring firm is still in Albany today, represented by a branch headquarters from which employees carry on the traditions Peter Ballantine started.

The headquarters, a modern two-story structure housing 48 staff members and Branch Manager *Marcel Laplante*, bears no resemblance to the architecture of Albany in the 1800's. Nor would Peter recognize today great chunks of the Albany from which his future began. But the land in surrounding areas—that's another story.

Just minutes from Albany a visitor finds himself transported from the city to the country. Picturesque surroundings abound, farms are in evidence in great numbers, cows graze, horses trot, and kids grow up where there's plenty of room to grow in.

This, actually, is one of the unique factors of our Albany Branch operation. A salesman can find himself dealing with an account in any of a number of cities in the marketing area one minute, and be talking to a customer in country surroundings only a short time thereafter.

The Branch covers an area in a 40 mile radius from the center of Albany. The territory consists of six counties, and part of a seventh, with a growing population in excess of 635,000.

Like the quick change from the city to the country, the salesman traveling from county to county can visit areas noted for quite different specialties. Schenectady, in Schenectady County is known as "The City That Lights and Hauls the World." Troy, in Rensselaer County, is well known in garment production. Gloversville and Johnstown in Fulton County are famous producers of dress gloves. Amsterdam in Montgomery County is a carpet center. Schoharie County, a recent study reveals, "ranks among the top 100 U. S. counties in milk production and in the total value of dairy products sold." Albany, in Albany County, is referred to as the "Crossroads of the Empire State."

What is important, however, is that within all these diversified areas Ballantine ranks number one in ale sales and number two in beer sales, despite the presence of two local breweries and fierce competition from other state and outside the state brands.



Camera catches part of Albany sales force completing paper work and phone calls after busy day's rounds. Other salesmen were still covering their accounts when this photo was taken.

Like the areas they cover, our Albany co-workers have different talents. One is an accomplished musician, another a budding artist with still life paintings of Ballantine beer and ale bottles hanging in the branch manager's office. Still another is a part-time ski-instructor. Manager *Laplante* points out though, the talent all 19 sales and merchandising personnel, and the 29 warehouse drivers and traffic men have in common. "They are", he says, "all pros, motivated by their pride and desire to have Ballantine as a constant sales leader in this territory."

Laplante happily reports that the glass can and our new self-open cans are winning new friends for themselves every day. "The weather helps, of course," he said, "but the convenience and practicability of the packages are big selling points."

Laplante, who started his Ballantine career as a district sales representative in Maine, is proud of the

fact he has ten Quarter-Century Club members on his staff. The latest of these is Traffic Manager *Ed Maurer* who joined the club in June.

Ed, who supervises the comings and goings of the 21 Branch trucks as part of his duties, can remember the first branch headquarters in Albany on Broadway when it began operations in the 1930's. The new branch building was built in 1956. The location is actually just outside the city of Albany in the town of Colonie (the French word for Colony) but it is in Albany County.

The branch is a solid member of the entire community and its marketing areas. It is responsible for Ballantine's growing popularity—an image manager *Laplante* is sure will continue to grow and grow.

One look at our Albany operation and you know he's right.



Traffic Manager *Ed Maurer*, who joined Quarter Century Club this year checks trailer load with *Harry Lansley*, right, another 25-year club man

Great Week

The week of July 1st was one for the books.

The New Jersey debut of our new self-open can in the plastic six-pack took place on the first of July, we set a new shipping record for local New York and New Jersey routes on the third of July, and at the end of the week employees set a new record of requests for the loan of our portable draught dispensing equipment.

The latter record meant some employees were unable to borrow a unit for their use over the Fourth of July weekend. But the story has a happy ending. As soon as it became apparent that the unprecedented number of requests would mean there wouldn't be enough units to go around, a purchase order for an additional supply was put through. The word now is all requests for free use of equipment, with the emphasis on the *all*, will be honored. Call extension 581 to make a reservation.

Pats on the back are well-deserved all around for our July records. Employee cooperation in helping create and meet the great demand for our products was indispensable. We used our new warehousing and packaging plant and our modern equipment as never before. We stepped up our campaign to woo new customers to our brand. And most important of all, we were able to see solid results for all of our efforts.

There are always records out there to be broken. Let's break a few more.

Fred A. Gibbs Starts Retirement

Fred A. Gibbs, a former route salesman who rose through the ranks to reach several Sales Department executive positions, retired last month.

Mr. Gibbs, who had been Division Manager of our New York State Branches when he retired, started his Ballantine career in February, 1936 as a route salesman. He later became Manager of the New Jersey Local Case Sales Division and a Branch Manager in Kingston, N. Y. His experiences as a branch manager proved especially valuable in his most recent Sales Department positions which dealt mainly with branch operations.

Mr. Gibbs joined the Quarter Century Club in 1961. He and his wife, Wilma, live in Fanwood. They are the parents of three sons.

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Fred A. Gibbs



Nolan

Neglia

Division, plus the Red Bank Branch Charles R. Sievers is appointed Division Manager. Mr. Sievers formerly managed the Tidewater Division.

"Dan Neglia, formerly Manager of Bottle Sales, New York Retail Sales organization, now assumes the management responsibility of the Red Bank Branch; and S. J. Trentacoste, former Manager of the Red Bank Branch, now assumes responsibility as a District Sales Manager in the Garden State Division.

"The Tidewater Division will now be responsible for all markets in Maryland, Virginia and West Virginia, and the District of Columbia, thus including the branches in Washington, Baltimore and the Prince George Distributing Company. Norman Shelton is appointed

(Continued on page 3)



Tague

Laplante

Tague is appointed Rhode Island Branch Manager, succeeding Thomas Wallace, who has accepted a special assignment.

REQUEST ITEMS



A handy picnic bag, an old favorite returned by popular demand, and a lightweight inexpensive bar lamp, offered in answer to many requests, are now available at the employee Three Ring Shop. The picnic bag is perfect for trips or the beach and costs only \$3.50. It will keep cold a half case of Ballantine twelve-ounce cans for four hours. The bar lamp, which measures 14 inches high, would make a decorative addition to any home bar. It costs only \$2.00. Retail value is about \$5.00. Act now because supplies are limited.

New Arrivals

Mr. and Mrs. Leonard Malejko announce the birth of a son, Gregory, in Christ Hospital, Jersey City. He weighed eight pounds, three ounces. He joins a brother in the Malejko household. Dad works in the Technical Department.

Mr. and Mrs. John L. McClusky announce the birth of a son, Michael Francis, in St. Peter's Hospital. The new arrival weighed six pounds, eight ounces. He joins two brothers and a sister in the McClusky household. Dad works in the Technical Department.

Married

Annette M. Grasso, Technical, was married to Charles J. Gillooly, Jr., in a ceremony in Newark.

Catherine Terebetsky, Advertising, was married to Richard L. Durante, Sales Promotion, in a ceremony in Elizabeth.

Alan Sitek, Delivery, was married to Geraldine Fabisak, in a ceremony in Newark.

John W. Riley, Albany Branch, was married to Constance Mary Haczynski, in a ceremony in Watervliet, New York.

Frank Kerrigan, Delivery, was married to Lola M. Harrison, in a ceremony in Newark.

Everett C. Williamson, Garage, was married to Agnes E. Wilkinson in a ceremony in Paterson.

Tickets Now Available For Jaycee Classic Grid Game

Tickets are now available in the Personnel Division for the second annual New Jersey Jaycee Football Classic, to be held on Saturday September 7 in Palmer Stadium, Princeton.

The Classic is a pre-season benefit game between the New York Giants and the Philadelphia Eagles. Last year more than 200 employees traveled to see the game. The Giants won, 24-10 and went on to clinch the National Football League's Eastern Division Championship.

Game tickets are priced at \$5.50. Bus transportation to Princeton will be available from the brewery with round-trip tickets costing \$1.50. Call

extension 523 for tickets or additional information.

Proceeds from the Classic are donated by the Jaycees to New Jersey charities. This year the Jaycees have pledged \$150,000, in expected proceeds from the event, to welfare and youth groups throughout the state.

As they did in 1962, Princeton University is making Palmer Stadium available without charge and Ballantine is assisting in promotion of the game.

The Classic is the final pre-season game before the National Football League season opens.

Sales Structural Changes

(Continued from Page 1)

Manager of this Division. Mr. Shelton, former Manager of the Washington Branch, had been temporarily assigned as New England Division Manager.

"William L. Karpf, who has been Manager of D.C., Maryland and New Jersey Branches, has been named Ale Development Manager in Wholesale and Branch operations.

"Robert Waselewski is appointed Manager of a Sales Tactical Squad, succeeding Thomas Tague."



Trentacoste

Karpf

Mr. Alley termed the unified responsibility concept "very important", and said, "it opens up new promotion horizons for our men working both in the wholesale and branch areas. With responsibility combined they both have bigger areas into which they can advance."

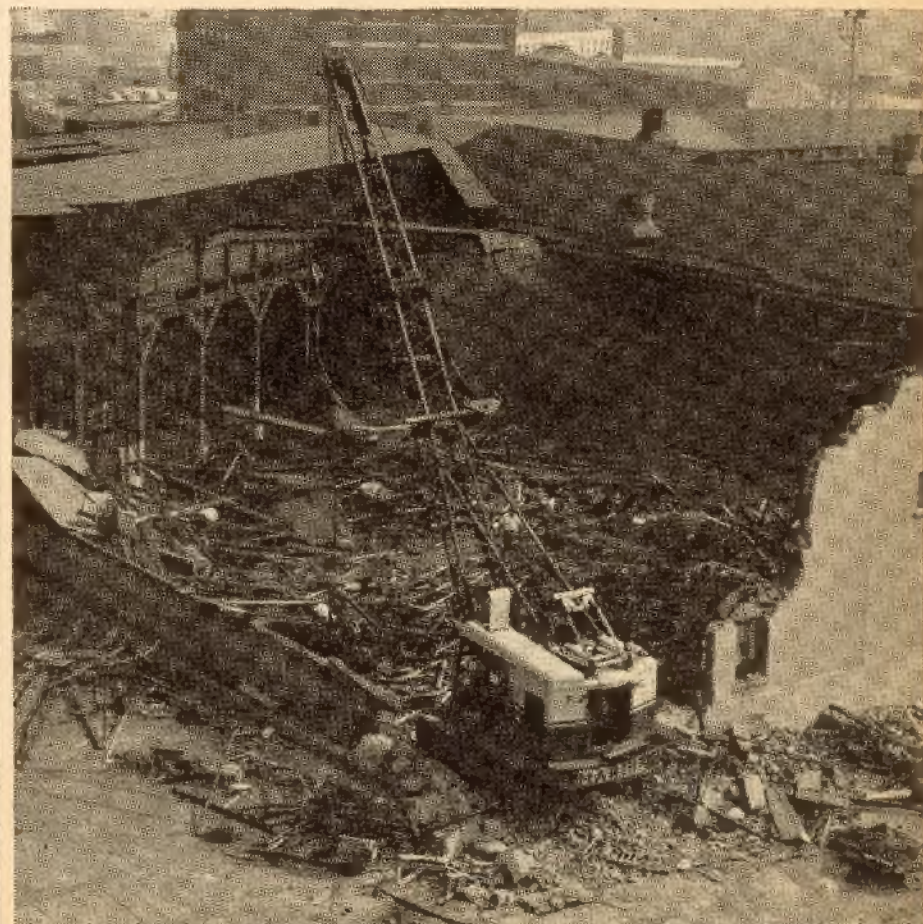
"We'll be getting better distribution of knowledge and manpower", he said, "and also have the advantage of being right on top of any marketing situations as they develop."



Wallace

Waselewski

MAKING WAY FOR PARKING



Ballantine trucks now parked in the Raymond Boulevard parking lot will be shifted to graded area here east of Christie Street when workmen finish demolishing two temporary buildings. The shift will make more room available for employee parking in the Raymond Boulevard parking facility. Also being demolished is the old railroad trestle from a spot near Christie Street to Richard Street.



BALLANTINE TO START 9th YEAR OF PRO-FOOTBALL GAMES T-V, RADIO

A full diet of National Football League games, served on radio and television and featuring the New York Giants, will be provided for professional gridiron fans in several states this season as Ballantine begins its ninth year of sponsorship of play by play descriptions.

The regular season broadcast schedule doesn't begin until September 8th, but followers in metropolitan New York and New Jersey will get an early look at their pro football favorites as Ballantine sponsors the telecasting of five Giants' exhibition games on WOR-TV, Channel 9. The first of these exhibition tilts, featuring the Giants and the Chicago Bears, is set for Saturday, August 10th.

During the regular season New York-New Jersey fans can see the

games on WCBS, Channel 2, or hear the play by play on WNEW radio, 1130 on the dial. WNEW will carry the entire Ballantine Giant schedule while WCBS will telecast all games except the Giant home tilts in Yankee Stadium.

Outside of this area, fourteen television stations, covering nine states, will carry the contests under Ballantine sponsorship. The schedule mainly includes Giant games but also has four other National Football League contests plus the League's Play-Off Bowl game next January.

In addition, Ballantine will provide fans with a Philadelphia Eagles schedule over three Pennsylvania television stations, including five exhibition games over WCAU-TV, Philadelphia.

Close To Home

It is with sincere regret we report the death of the following co-workers in recent weeks:

Frederick Wendland, Pensioner. Fred started his Ballantine career in November, 1933 and was a Yardman. He retired in December, 1957. Fred lived at 1169 Irwin Avenue, Union.

Thomas E. Oppel, Bottler. Tom, a Quarter-Century Club member, started his Ballantine career in May, 1935. He lived at 1333 Brookfall Avenue, Union.

James Dougherty, Bottler. Jim began his Ballantine career in March, 1943. His son, Richard, is a Stockhandler. Jim lived at 2 Gladstone Avenue, Newark.

John Wirth, Pensioner. John joined Ballantine in July 1941 and retired in December, 1958. He had been a Bottler. John lived at 83 Broadview Avenue, Maplewood.

Louis J. Simonet, Jr., Bottle Driver. Lou joined Ballantine in April, 1940. He lived at 65 Elmwood Terrace, Packanack Lake.

Anthony Rotolo, Porter, Engineering. Tony joined Ballantine in March, 1953. He lived at 642 Carlyle Place, Union.

Walter J. Clark, Bottler. Walter, a member of the Quarter Century Club, started his Ballantine career in May, 1934. He lived at 1156 Broad Street, Newark.

Miss Universe Contestants Visit Brewery



Low Perkins, Sales, welcomes three Miss Universe contestants and two lovely companions on recent post-contest visit to the brewery. The girls are, from left, Beryl Pereira; Jean Stodart, Miss Trinidad; June Bowman, Miss Jamaica; Brigida Hagens, Miss Surinam; and Rudi Kievifi. Ballantine "Smilemobile" provides backdrop for happy occasion.



Boat carrying tournament participants got early morning start. Fish proved elusive but Ballantine men still managed to catch some beauties.

Jones and Ratigan Winners In Deep Sea Fishing Tournament

Delivery's Robert Jones and Bottling's Tom Ratigan caught the biggest fish in the Employees' Deep-Sea Fishing Tournament held last month from the Atlantic Highlands Marina.

Jones won the top prize in the search for Blue Fish by catching a seven pound plus beauty. Ratigan's weighed in the neighborhood of five pounds. For his catch Jones was awarded a rod and reel. Ratigan received an equipped tackle box.

The tournament drew forty participants. The boat carrying the Ballantine men got an early morning start but the fish apparently had word of their coming. The resulting catch was small but the chase exciting. The weatherman cooperated by providing a great day.



Bob Jones and Tom Ratigan proudly display prize winning fish caught in Employees' Deep-Sea Fishing tournament. Jones earned first place prize. Ratigan was runner-up.

Bowling Leagues To Elect Officers

Election of officers for both the Men's and Girls' bowling leagues will be held at meetings Tuesday, August 13th. The girls will meet at 4:30 p.m. in the Personnel Division and the men at 8 p.m. in the cafeteria. At the meetings arrangements will be completed for the start of the 1963-64 season early in September.

All persons interested in participating in the bowling leagues are invited to attend the August 13th sessions.

PUBLISHED MONTHLY BY P. BALLANTINE & SONS, NEWARK, N. J., IN THE INTEREST OF BALLANTINE EMPLOYEES AND THEIR FAMILIES. EDWIN B. FISHER, EDITORIAL DIRECTOR; JOSEPH VECCHIONE, EDITOR; TRUMAN TOLAND, ART DIRECTOR. REPRINTING OF CONTENTS FORBIDDEN WITHOUT CONSENT OF PUBLISHER.

Plant and Branch Reporters
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TRADEMARK "THREE RINGS"
REG. U. S. PAT. OFF.
COPY, 1963 P. BALLANTINE & SONS

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The branch is a solid member of the entire community and its marketing areas. It is responsible for Ballantine's growing popularity — an image manager Laplante is sure will continue to grow and grow.

One look at our Albany operation and you know he's right.



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